

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1-3, 6-10 and 13-15 are presently active, Claims 4-5 and 11-12 having been previously canceled without prejudice, and Claims 1, 8 and 15 are amended by the present amendment. No new matter is added.

This amendment is submitted in accordance with 37 C.F.R. § 1.116, which after final rejection permits entering of amendments presenting rejected claims in better form for consideration on appeal. It is therefore respectfully requested that the present amendment be entered under 37 C.F.R. § 1.116.

In the outstanding Office Action, the specification was objected to because of informalities. Claims 1-3, 6-10 and 13-15 were objected to because of informalities. Claims 1-3, 6-10 and 13-15 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ream (U.S. Patent 6,363,228) in view of Kato (JP 11-24498) and Kowari (JP 2001-318573).

Regarding the objection to the specification, the specification is amended as suggested in the outstanding Office Action. Thus, it is respectfully submitted that the objection to the specification has been overcome.

Regarding the objection to the claims, the claims are amended as suggested by the outstanding Office Action. Thus, it is respectfully submitted that the objection to the claims has been overcome.

Regarding the rejection of Claims 1-3, 6-10 and 13-15, Applicant respectfully traverses the outstanding grounds for rejection, because in Applicant's view, independent Claims 1, 8 and 15 patentably distinguish over the applied references as discussed below.

Claim 1 recites, *inter alia*, "a detachable transfer belt unit comprising a transfer belt ... and a correction data storage unit ..." and "a correction data storage unit is configured to

store correction data for color difference and position difference including fixedly pre-stored measurement data based on the plural reference marks of the transfer belt, wherein the correction data is a travel average speed for plural blocks of the transfer belt divided perpendicularly with respect to a travel direction of the transfer belt.”

The outstanding Office Action states that Ream fails to teach obtaining the belt velocity profiles by using a plurality of pre-formed marks on the transfer belt and transferring the stored data in the EEPROM to the memory of the image forming apparatus upon attachment of the transfer belt to the image forming apparatus (Office Action at page 3, lines 16-19). Instead, the outstanding Office Action applies Kato and Kowari to remedy the deficiencies. However, Applicant respectfully traverses the assertion in the Office Action that Kato teaches finding the velocity profile by either using one reference mark or a plurality of reference marks. Further, Applicant respectfully traverses the assertion in the Office Action that Kowari teaches an image forming apparatus using a replaceable cartridge, which has a memory for storing relevant data/parameters regarding the cartridge.

The image forming device described in Kato is provided with a home sensor (23) to detect a mark formed on the transfer belt (18). Namely, the velocity profile of Kato is calculated based on the detection timing of marks (18a, 18a ...) by the home sensor (23) (Kato at [0042] and [0043]). Therefore, the transfer belt of Kato does not need a memory to store correction data including pre-stored measurement data. Thus, even if Kowari discloses a memory for storing relevant data/parameters, there is no suggestion or motivation to combine Kato and Kowari. With no suggestion or motivation to combine Kato and Kowari, it is respectfully submitted that a *prima facie* case of obviousness has not been established.

Further, Kowari describes a *cartridge*, which has memories for storing relevant data/parameters *regarding the cartridge*. However, Kowari does not disclose a detachable transfer belt unit comprising a correction data storage unit. In addition, Kowari indicates that

the memories (5) include a laser processing ROM (51), a data memory (52) for storing data of state of use, a buffer memory (53), an application register memory (54), an application register buffer memory (55) and a status memory(56) (Kowari at [0029] - [0034]). However, Kowari does not teach or suggest that the memories (5) include a memory to store correction data for color difference and position difference including fixedly pre-stored measurement data based on the plural reference marks of the transfer belt.

Thus, Ream, Kato and Kowari fail to teach or suggest “a detachable transfer belt unit comprising a transfer belt ... and a correction data storage unit” and “a correction data storage unit configured to store correction data for color difference and position difference including fixedly pre-stored measurement data based on the plural reference marks of the transfer belt, wherein the correction data is a travel average speed for plural blocks of the transfer belt divided perpendicularly with respect to a travel direction of the transfer belt,” as recited in Claim 1.

Similarly, Ream, Kato and Kowari fail to teach or suggest “detachable transferring means ... comprising ... correction data storage means” and “correction data storage means for storing correction data for color difference and position difference including fixedly pre-stored measurement data based on the plural reference marks of the means for receiving, wherein the correction data is a travel average speed for plural blocks of the transfer belt divided perpendicularly with respect to a travel direction of the transfer belt,” as recited in Claim 8.

Similarly, Ream, Kato and Kowari fail to teach or suggest “a detachable transfer belt unit with a correction data storage unit configured to store correction data for color difference and position difference” and “obtaining a measurement data based on the plural reference marks and fixedly pre-storing the measurement data in the correction data storage unit of the detachable transfer belt unit”, as recited in Claim 15.

Accordingly, independent Claims 1, 8 and 15 patentably distinguish over Ream, Kato and Kowari. Therefore, Claims 1, 8 and 15 and the pending Claims 2-3, 6-7, 9-10 and 14 dependent from Claims 1, 8 and 15 are believed to be allowable.

Consequently, in view of the present amendment and in light of the above discussions, it is believed that the outstanding rejection has been overcome, and the application as amended herewith is believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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